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From

## **LONG'S GARDENS**

**Boulder, Colorado**

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**GOLDBAND LILIES** . . . . each, \$1.50; three for \$4.00; twelve for \$15.00. This is a true *L. auratum platyphyllum*, the so much sought-after, strong-growing, wide-leaved type. Grown by us in Oregon in virgin soil and an ideal climate, we see immense blooms, from seven to nine inches across, unusually exotic, richly scented, as many as fifteen on a stem of a mature plant, standing fully six or seven feet high. They need a rich well-drained soil and prefer light shade. Late fall planting has given us the best results.



# CULTURAL INSTRUCTIONS FOR LILIES



**OLYMPIC HYBRIDS** . . . each, 65¢; three for \$1.75; twelve for \$6.50. The Centifolium lily hybrids which have become so popular, the finest, tallest and largest trumpet lilies yet produced. Overshadowing the old Regal lily because of their broader and stronger flowers and pyramidal flower heads, they are the product of an intensive eleven-year breeding program that has given us every hoped-for result. The flowers vary in color from ivory-white through soft green with deeper green and russet tints on the outside of the petals. These tall, graceful plants, from five to seven feet in our fields, flower in July and do equally well in full sun or light shade.

**OLYMPIC SPECIAL SELECT** . . . each, \$1.25; three for \$3.50; twelve for \$12.50. Each year, during the flowering season we tag a few of the very finest plants for seed production to improve our strain. Visitors to our field have noticed these special plants and at their request we have agreed to mark a few hundred more than we need from among the finest specimens. Since they can only be tagged while in flower, we must have your orders for them just as early as possible.

**SUNBURST YELLOW (Not illustrated)** . . . these we offer at \$6.00 each. New 1953 introduction so limited in quantity we can offer only one to a customer. From among our best Sunburst lilies we have selected a few pure overall golden yellows that stand the sunshine without bleaching.

**Soils and Location:** Lilies must have perfect drainage such as a gentle slope can provide. Air drainage too is important, for a good breeze can keep many garden pests and diseases away. If your site is level and the soil heavy, then prepare raised beds for the bulbs. Take care not to damage the roots in planting.

**Sun or Shade:** Lilies need sunlight, at least until 2 P.M. Filtered sunlight or semi-shade may bring out the more delicate colors, but they tend to make weak stems and soft flowers. Do not plant near house walls, walks or drives that reflect sunlight or heat.

**Depth of Planting:** *L. candidum*, "Cascade Strain" and "White Elf" should be planted with not more than one inch of settled soil over the top of the bulbs. All others need not more than four inches of soil over them.

**Mulch and Groundcover:** Lilies are gross feeders and root deeply. They need a porous, well-aerated soil, rich in humus and well-balanced plant food. They like a good mulch of well-rotted cow manure, rich compost or decaying leafmold, and this can be applied several times during the growing season. The mulch keeps the soil cool, discourages weed growth and eliminates the need for surface cultivation which might hurt the stem roots. Shallow-rooted ground cover keeps the ground shaded and is beneficial. Do not expect your lilies to compete with strong-growing perennials or shrubs.

**Cutting Flowers:** Like all plants, lilies need their stems and foliage to build for next year's growth. Cutting the flowers only, preventing them from setting seed, is beneficial. Cutting the foliage is harmful in direct proportion to the amount taken. Cutting stems with foliage year after year will definitely kill the plant.

**Fertilizers:** Natural fertilizers, such as well-rotted cow manure, are ideal. A handful of balanced fertilizer scattered over every few feet, a pound of wood ashes per every twenty square feet, and such applications repeated two or three times during the growing season, will help to keep the lilies strong and healthy. If your soil and water are alkaline, then two or three times during the growing season scatter a pinch or two of agricultural sulphur over the soil surface and water it in. Peat moss, being slightly acid, is good for lilies. It provides an ideal medium for the stem roots when used as a mulch.

**On Arrival:** Lily bulbs are never completely dormant. They must be received as soon as possible after digging, hence orders should be placed with your dealer as early as possible. If slightly limp after their long trip, place them in wet peat moss for a few days. They will soon freshen up and should then be planted immediately. Never plant new bulbs where other lilies have failed to grow and never plant in heavy, soggy soil. They cannot be treated like tulip or daffodil bulbs which can be dried out and go completely dormant. **Drainage is paramount.**



**BELLINGHAM HYBRIDS** . . . each, 60¢; three for \$1.50; twelve for \$6.00. The best of our West Coast native lilies, intercrossed and re-selected, produced this lovely strain of tall and graceful garden lilies. They like part shade, stand six feet tall and bear dozens of recurved, gaily-colored long-lasting flowers.



**HARLEQUIN** . . . each, \$2.00; three for \$5.50; twelve for \$20.00. A late June-flowering novelty, part Tiger and part Candlestick lily, has a rugged vigor that makes it a universal favorite. A unique warm-toned shade, salmon flushed with lovely, soft pink.



**FIESTA HYBRIDS** . . . each, 75¢; three for \$2.00; twelve for \$7.50. Gracefully reflexed flowers have a glossy, rich sheen that makes them shine and glitter in the sun. On four foot stems, bearing from six to twelve flowers. Color range is complete. Plant in sun.



**SUNBURST STRAIN** . . . each, \$2.50; three for \$7.00; twelve for \$25.00. These startlingly new, exotic lilies are true intermediates between the tall, orange, nodding Henryi lily and the best of our Olympics. Five to seven foot stems carry as many as 30 huge flowers, blooming for several weeks in July.



**VALENCIA** . . . each, \$1.00; three for \$2.75; twelve for \$10.00. A June-flowering hybrid of a beautiful rich golden hue. The petals have bronze mid-ribs and many minute maroon dots. This is a plant that fits well into the summer garden. Can be forced quite readily for earlier flowers.



**RAINBOW HYBRIDS** . . . each, 60¢; three for \$1.50; twelve for \$6.00. A Candlestick lily in gay, sparkling new colors, vigorous and hardy. From one to three feet tall, they will grow anywhere. Colors range from a pale straw-yellow to deep-est maroon. June-flowering.



**RED CHAMPION** . . . each, \$1.25; three for \$3.50; twelve for \$12.50. The lovely Speciosum lily from Japan. It came to Oregon as a gift from the captain of a schooner. It was nurtured in a small farm garden on the slopes of Mount Hood and from that garden we were fortunate indeed to get our foundation stock. Red Champion has won out in all competitive trials. Blooms in late August.

**WHITE CHAMPION** . . . each, \$1.75; three for \$4.50; twelve for \$17.50. A worthy companion—purest white, lovely, vigorous and dependable. Supply is limited, so order early. September-flowering.



**ENCHANTMENT (Plant Pat. No. 862)** . . . each, 75¢; three for \$2.00; twelve for \$7.50. A most beautiful, most vibrantly colored new hybrid lily. With many large, cup-shaped, upright flowers of an intense, blaring, nasturtium-red, this plant lights up the garden and is visible from far away. The overall effect is extremely pleasing. The flowers are unusually long-lasting. Late June, early July-flowering.



**WHITE MARTAGON** . . . each, \$1.00; three for \$2.75; twelve for \$10.00. The true, white mountain lily from Dalmatia. Dainty, wax-like flowers, gracefully spaced on four foot stems, with warm green foliage. One of the most permanent of all lilies. Should be planted not more than four inches deep in a well-drained, sunny location, preferably among some low-growing plants or shrubs. June-flowering.





**L. candidum CASCADE STRAIN**  
The New, Disease-Resistant  
Madonna Lilies



**CASCADE MADONNA LILY** . . . each, 70¢; three for \$2.00; twelve for \$7.00. A startling improvement on the oldest-known cultivated garden plant, highly resistant to disease. The foliage stays green long after the flower has gone. Must be planted very shallow. Order now and plant just as early as possible.

**CASCADE "WHITE ELF"**—(Not illustrated) . . . each, \$2.50; three for \$7.00; twelve for \$25.00. A charming dwarf variety, never over fourteen inches tall, with pure white flowers, a perfect miniature of the tall Cascade Madonnas. This is the first dwarf Madonna lily variety ever offered. There is nothing lovelier among all of our lilies. Plant shallow like all Madonnas. Order very early for we have only 500 bulbs to go this year.

**CULTURAL INSTRUCTIONS  
FOR  
MADONNA LILIES**

All Madonna lilies should be planted just as early as possible and with not more than one inch of soil over the top of the bulb. So treated they will start growth at once and make a healthy rosette of leaves in the fall. If ordered early enough, we will make a special shipment and get them to you in time for August or September planting.



**THREE RELATED LILIES—AMABILE - PUMILUM - CONCOLOR** . . . three of each, \$3.00; nine of each, \$8.50; thirty-six of each, \$30.00. Three little lilies originally from China and Japan. Amabile is a rich lacquer-red and the largest of this group. Pumilum is the smallest and the earliest, with lovely coral-colored bells. Concolor is star-shaped, upright flowering and from two to three feet tall.



**PAGODA** . . . each, \$1.00; three for \$2.75; twelve for \$10.00. Tall, dark mahogany-colored stem with deepest green, glossy foliage, contrasting strongly with the muted orange, broad-petalled flowers. Touches of amber and soft pink show on the fully-opened petals. Its many flowers and buds on each stem, opening over a long period, are always well balanced and graceful.



*Jan de Graaff* **Lilies**

Out of the West—land of enchantment, comes a fabulous new group of hardy lilies—plants bursting with vigor, full of rugged health that will be the highlight of your garden. Graceful or bold, soft-colored or brilliant, in brazen giants with vibrant colors or small, refined and in modest white—they come for every purpose and taste and in all shapes and sizes.

These glorious new lilies were grown for you in Oregon, on the slopes of lovely Mount Hood. Order them now; select a spot for them in the garden—sunny, well-drained and if possible with a humus-rich, deep, porous soil. The bulbs will be shipped with their full root-system intact, as living plants, direct from our grower to you.

Why buy lilies the mail-order way? Because they are living plants. Unlike the tulips and hyacinths that are fully dormant for months, lilies never sleep. They should be planted back with the least possible delay.

From our fertile mountain slopes in Oregon to your garden they come, packed in damp peat moss, just as fast as the mails will carry them. Usually harvested and packed the day they are shipped, they will be full of vigor, ready to grow in your garden.

**SPECIAL COLLECTION OFFERS**

*Collection No. 1*

**MID-CENTURY COLLECTION**  
(The twelve best Mid-Century Hybrids)

*Outward-facing*

FIREFLAME	HARLEQUIN
SERENADE	VAGABOND
TANGALO	VALENCIA

*Upright-flowering*

BONANZA	HARMONY
CAMPFIRE	JOAN EVANS
ENCHANTMENT	PAGODA

Twelve varieties, all carefully packed and labeled,

one bulb of each—12 in all	\$15.00
three bulbs of each—36 in all	\$40.00

*Collection No. 2*

**PACIFIC COAST COLLECTION**

3 SUNSET LILY  
(*L. pardalinum giganteum*)  
1 SHUKSAN—a Griffiths hybrid  
3 BELLINGHAM HYBRIDS  
the seven bulbs . . . \$4.00

*Collection No. 3*

**OLYMPIC COLLECTION**

3 *L. centifolium* OLYMPIC HYBRIDS  
1 *L. centifolium* SPECIAL SELECT  
1 *L. centifolium* PINK  
five magnificent trumpet lilies  
for . . . \$6.50

**BULBS ARE SHIPPED IN THE FALL . . .  
NO SPRING SHIPMENTS.**



**MID-CENTURY HYBRIDS** . . . each, 75¢; three for \$2.00; twelve for \$7.50. (Blended Colors and Types). Out of the thousands of Tiger-Candlestick hybrids raised by us, fifty were selected for their beauty, hardiness and vigor. From these fifty, this group was selected. Plant them in groups in the border for color, or for cutting.



**FIREFLAME** . . . each, \$1.75; three for \$5.00; twelve for \$17.50. A vivid sparkling Indian-red that arrests the eye, wide-petalled flowers of great substance that face straight outwards and glossy, healthy foliage combine to make this a most rewarding plant. Late June-flowering. Two to three feet tall.



**GOLDEN CHALICE HYBRIDS** . . . each, 60¢; three for \$1.50; twelve for \$6.00. After years of painstaking selection we can now offer a true-breeding strain of richly colored, golden upright lilies that are a joy to behold. These hybrids, masses of golden cups on tall, straight stems, flower in June.



**HEART'S DESIRE** . . . each, \$2.50; three for \$7.00; twelve for \$25.00. Imagine a giant Regal lily with huge, orange-throated flowers. These warm-toned trumpet lilies, fully as tall and vigorous, the largest of our Olympics, are of hybrid origin and this gives them added vigor and beauty, with huge pyramids of flowers.

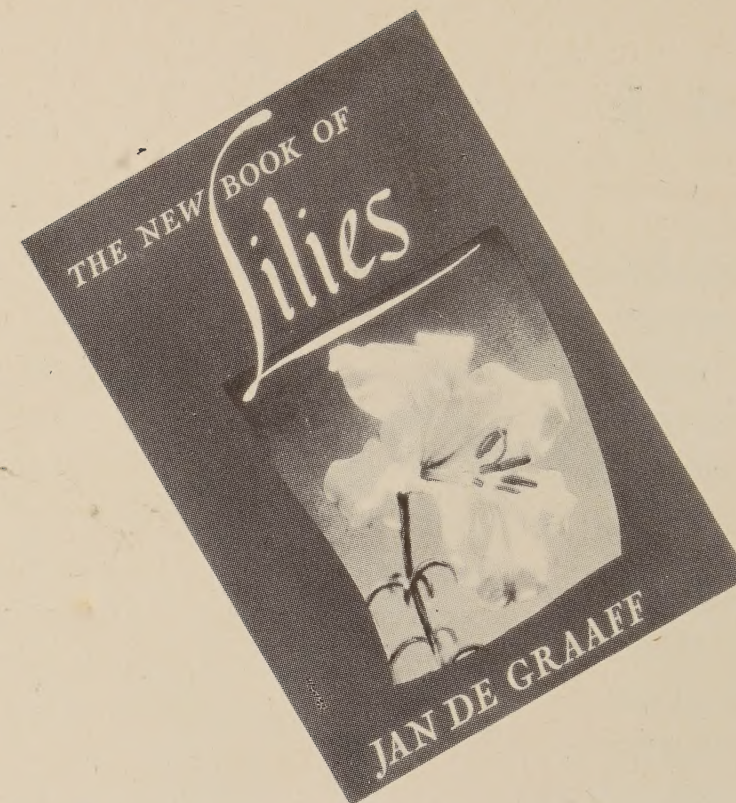


**SUNSET LILY, *L. pardalinum giganteum*** . . . each, 60¢; three for \$1.50; twelve for \$6.00. From our immense stocks of this grand lily we offer selected large bulbs. They stand five to seven feet tall, strong stems, will bear as many as twenty flowers. They increase rapidly, very hardy and vigorous, easily grown, plant five inches deep.





**OLYMPIC PINK . . . .** each, \$4.00; three for \$11.00; twelve for \$42.00. Among tens of thousands of Olympic lilies raised by us, we found a few sports or mutations that showed a definite pink coloring. Intercrossing the rare finds and re-selecting the best among their offspring gave us a strain with accentuated coloring and wonderfully large, widely expanded flowers. We offer a few of these new, robust giant trumpet lilies in shades of fuchsia to rose-pink. They need filtered sunlight and cool weather to bring out their best color. They are apt to bleach in the full sun.



*The*

## **NEW BOOK OF LILIES**

*by Jan de Graaff*

Superbly illustrated in natural colors, this book sums up some twenty years' experience with lilies, their commercial production, their history and their uses in the garden. An authentic and delightful book on this loveliest of all flowers. Where they come from, companion plants, basic culture, pests and diseases and what to do about them, how to grow lilies, reference charts, blooming dates, etc. etc. Order direct from us.

Per copy \$3.50 postpaid.



ORDER BLANK  
**LONG'S GARDENS**  
BOULDER, COLORADO

Order Number \_\_\_\_\_

Received \_\_\_\_\_

Shipped \_\_\_\_\_

**PLEASE ORDER YOUR LILIES EARLY . . . NO SHIPMENTS MADE DURING SPRING MONTHS . . .**

Please enter my order for the following lilies to be sent to me postpaid:

SHIP TO: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

Minimum Order \$3.50

I enclose \$ \_\_\_\_\_

☐ Money Order      ☐ CHEQUE

Send no Cash or Stamps  
No C.O.D.

Substitutions will not be made unless you request. If our supply of a variety is exhausted, may we send another of equal value?

Please answer yes \_\_\_\_\_ or no \_\_\_\_\_.

**NO POSTAGE NECESSARY**

THIS FLAP IS GUMMED, READY TO SEAL  
NO ENVELOPE NECESSARY - SIMPLY FOLD, SEAL AND MAIL

Do Not Use	Quantity	Name of Lily				Totals
		COLLECTION 1—Mid-Century, 12 varieties, one of each			\$15.00	
		12 varieties, three of each			40.00	
		COLLECTION 2—Pacific Coast—seven bulbs			4.00	
		COLLECTION 3—Olympic Collection—five bulbs			6.50	
		COLLECTION 4—Madonna lilies. EARLY ORDERS ONLY (See below)			4.00	
		Amabile, Pumilum, Concolor, 3 of each, 9 bulbs in all			3.00	
		9 of each, 27 bulbs in all      8.50      36 of each, 108 bulbs in all			30.00	
		The New Book of Lilies by Jan de Graaff, per copy			3.50	
			Per Each	Per Three	Per Dozen	
		Bellingham Hybrids	\$0.60	\$ 1.50	\$ 6.00	
		Candidum "Cascade Strain"	0.70	2.00	7.00	
		Candidum "White Elf"	2.50	7.00	25.00	
		Enchantment	0.75	2.00	7.50	
		Fiesta Hybrids	0.75	2.00	7.50	
		Fireflame	1.75	5.00	17.50	
		Gold Band Lily	1.50	4.00	15.00	
		Golden Chalice Strain	0.60	1.50	6.00	
		Harlequin	2.00	5.50	20.00	
		Heart's Desire	2.50	7.00	25.00	
		Martagon Album	1.00	2.75	10.00	
		Mid-Century Hybrids	0.75	2.00	7.50	
		Olympic Hybrids	0.65	1.75	6.50	
		Olympic Pink	4.00	11.00	42.00	
		Olympic Select	1.25	3.50	12.50	
		Pagoda	1.00	2.75	10.00	
		Rainbow Hybrids	0.60	1.50	6.00	
		Red Champion	1.25	3.50	12.50	
		Sunburst Strain	2.50	7.00	25.00	
		Sunburst Yellow Selections	6.00			
		Sunset Lily	0.60	1.50	6.00	
		Valencia	1.00	2.75	10.00	
		White Champion	1.75	4.50	17.50	

TOTAL AMOUNT

**Special Collection Offers:**

★ **COLLECTION 1**—our twelve finest Mid-Century lilies, six outward-facing, six uprights. All carefully labeled and packed. Postpaid. One bulb of each \$15; three of each \$40.

★ **COLLECTION 2**—Pacific Coast—three lilies of proven merit; seven bulbs only \$4.

★ **COLLECTION 3**—the finest trumpet lilies, including rare pink type; five bulbs for only \$6.50.

★ **COLLECTION 4**—three Madonna lilies "Cascade Strain" and one "White Elf" for \$4—on early orders only.



## Guarantee

We guarantee all lilies to be true to name, top quality, free from pests and diseases and to reach you in a live and healthy condition. If for any reason you are not completely satisfied, please notify us promptly.

## Canadian Customers

We ship many orders to Canada every year. This is the procedure which Canadians must follow in order to import plant material. Make out the list of items wanted state name and address of firm you are ordering from and send it to the Plant Import Division of your Department of Agriculture at Ottawa. They will send you a permit number and labels. Then you send your order, including the permit label, to us in the usual way.

## Shipping Time

*L. candidum* "Cascade Strain" and "White Elf" will be shipped only on early orders. All other lilies will be shipped when ready, beginning October 7th and earliest shipments will go to those who must have early delivery. Otherwise all orders will be filled strictly in rotation, as received.

Postage  
Will be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

## BUSINESS REPLY ENVELOPE

FIRST CLASS PERMIT NO. 140, SEC. 34.9, P. L. & R., BOULDER, COLO.

## LONG'S GARDENS

BOULDER, COLORADO

## Order Now

These glorious lilies were grown for you in Oregon, on the slopes of lovely Mt. Hood. On them every care and attention has been lavished so that they will thrive for you in your own garden and will bloom next year in all their glory. The bulbs will be shipped with their full root-system intact, carefully packed with damp peatmoss and each variety and lot labeled as to type and name. The growers are doing everything possible to get these plump, live bulbs to you with the minimum of delay. Will you cooperate and order early?

## Order Now

ring enchantment to Your Summer Gardens with these American Grown, Dependable, Acclimated lilies. They will bloom from June to October. You will revel in the beauty of these sturdy, richly colored flowers with their vivid splashes of reds, yellows, pinks and whites. Here is a major garden attraction, years ahead of time.

Select a spot in your garden—sunny, well-drained and if possible with a humus-rich, deep, porous soil. Plant the bulbs as soon as they reach you, from four to six inches deep, depending on the size of the bulb. No orders accepted that reach us after November 10th. We plant back our stocks by that date.

*No matter Where You Live,  
You Can Enjoy Better Results  
with this New Race of Hardy  
Vigorous, American Grown LILIES*

*San de Graaff*

*Lilies*



## Boulder, Colorado

Amount Enclosed

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Date \_\_\_\_\_

19

State \_\_\_\_\_ Express Office \_\_\_\_\_

**TERMS: Cash with order, please**

Your answer \_\_\_\_\_



— Thank You —



**BUSINESS REPLY ENVELOPE**

First Class Permit No. 140, Sec. 34.9, P.L.&R., Boulder, Colorado

**Long's Gardens**

**Boulder, Colorado**